

Figure 1

Email Address Book Record		
Name:	John Smith	201
Email Address:	jsmith@excite.com	203
Income:	\$50,000	205
Vocation:	Computer programmer	207
Race:	Caucasion	209
Religion:	Catholic	211
Sex:	Male	213
Marital Status:	Single	215
Number of Children:	1	217

Figure 2

Sender Profile Database 301			
Sender 303	Profile		
	305 Age	307 Vocation	...
John Smith	43	Programmer	...
	⋮	⋮	⋮

Figure 3

Recipient Profile Database 401			
Recipient 403	Profile		
	Age	Vocation	...
Jane Doe	27	Dancer	...
⋮	⋮	⋮	⋮

Figure 4

Promotional Message Database			
501	Message 505	507 Profile	
		Age	Vocation
	Vote Republican!	30-40	Programmer, Teacher
	⋮	⋮	⋮

Figure 5

603 Sender Database		
601	Sender	Modified Emails
	John Smith	32
	⋮	⋮

Figure 6

703 Recipient Database		
701	Recipient	Clicked Link
	Jane Doe	www.starpower.com/cosmetics/
	⋮	⋮

Figure 7

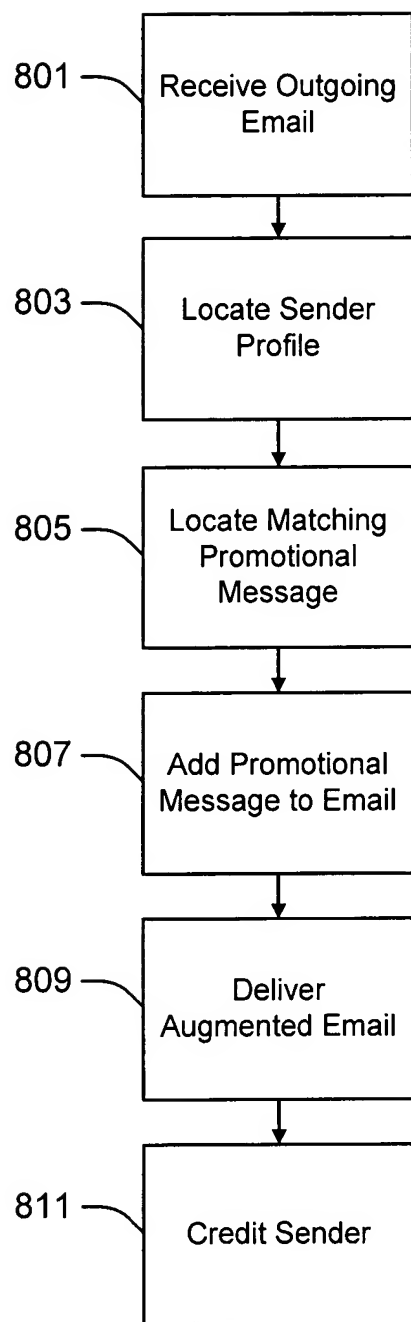


Figure 8

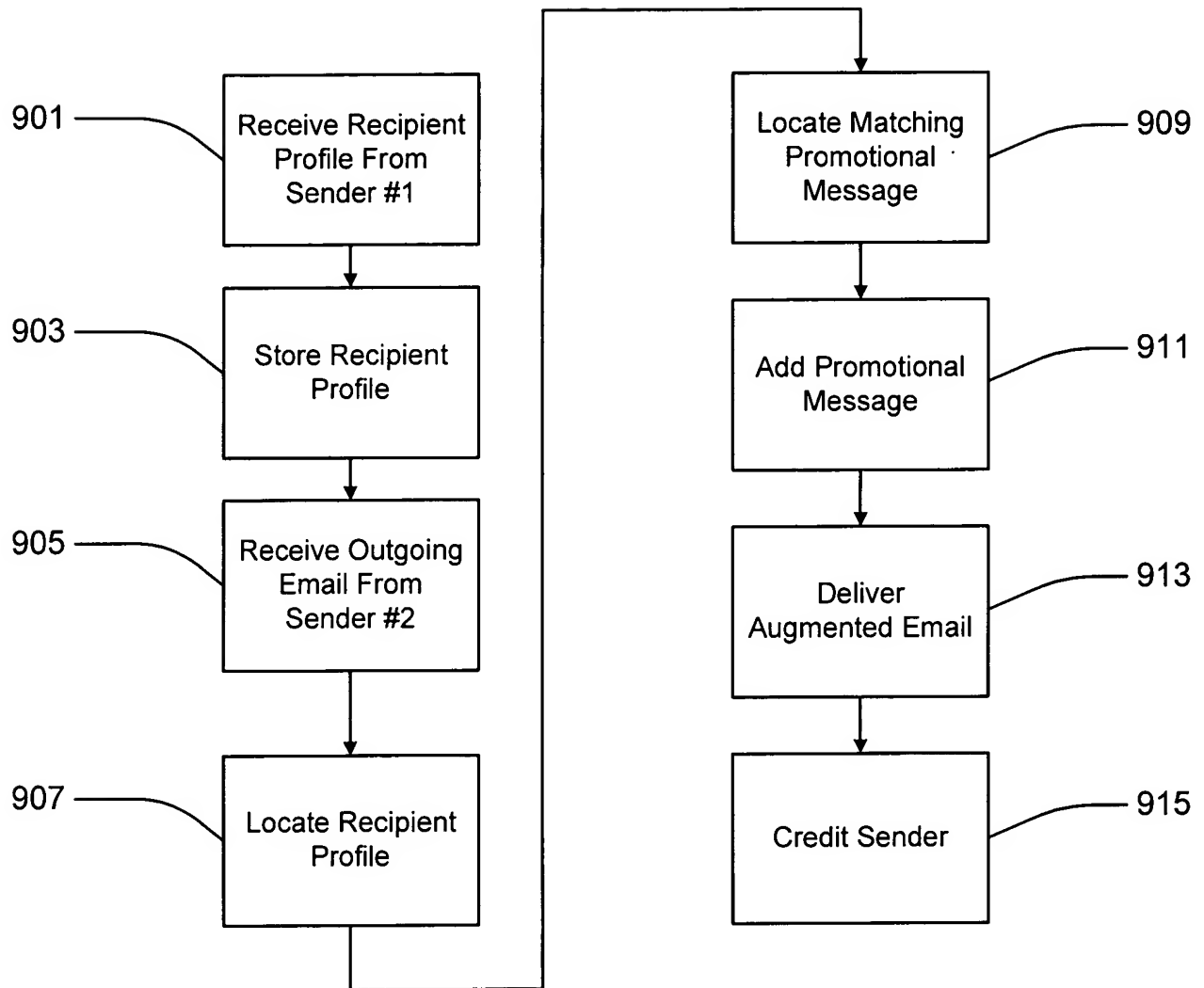


Figure 9

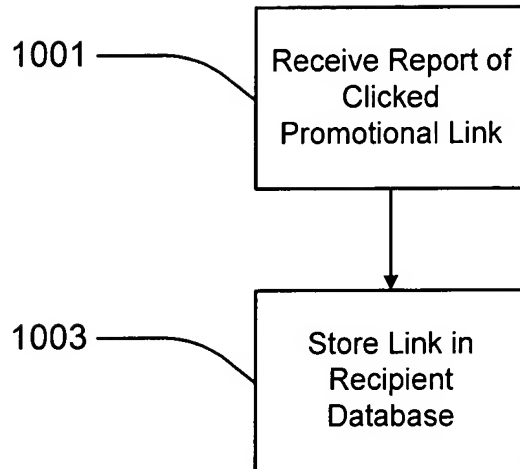


Figure 10

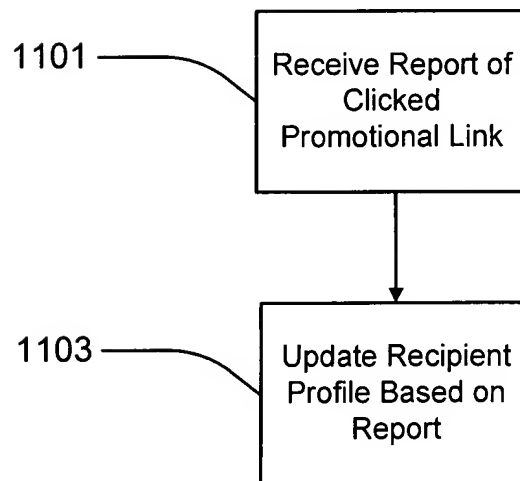


Figure 11

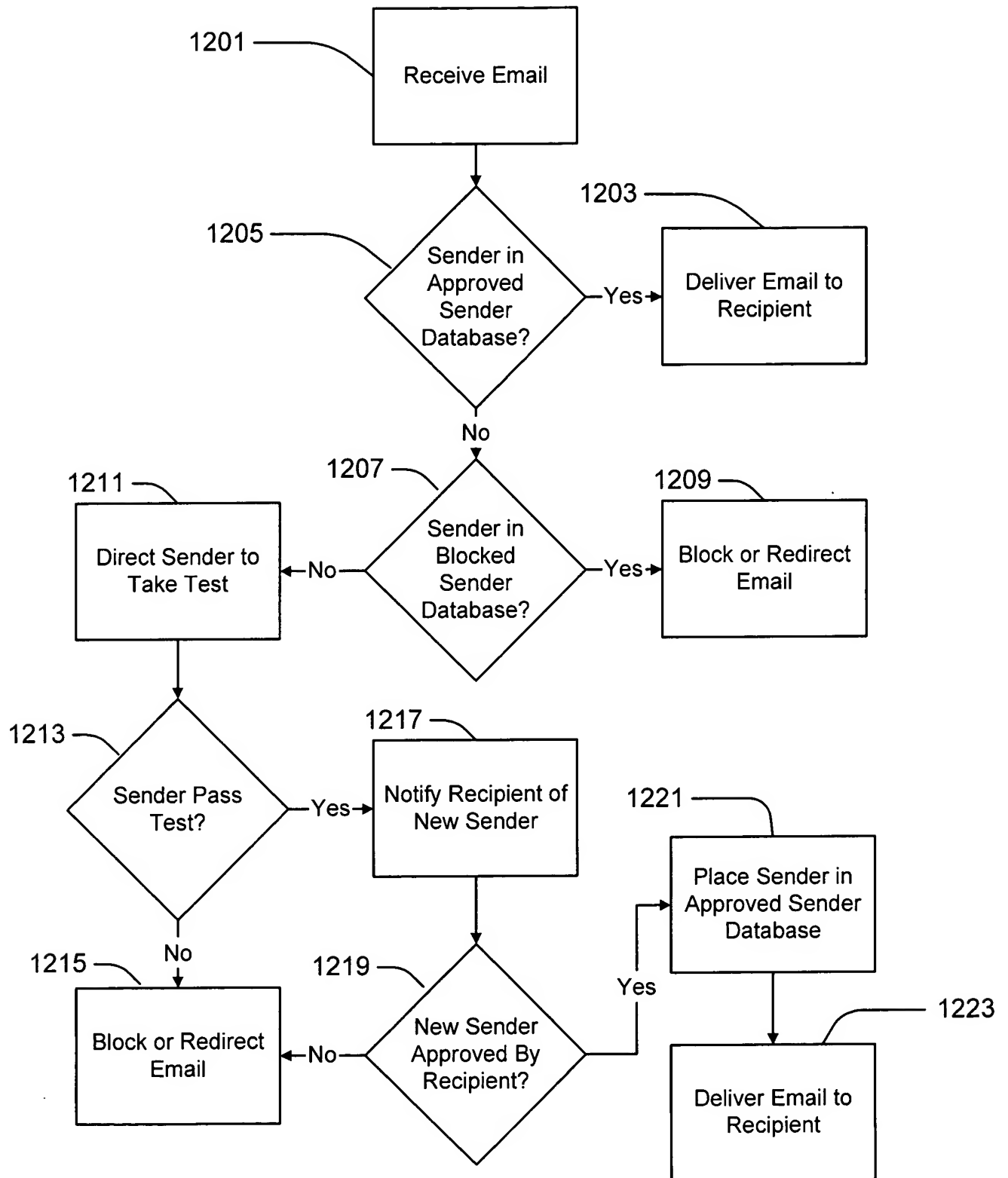


Figure 12

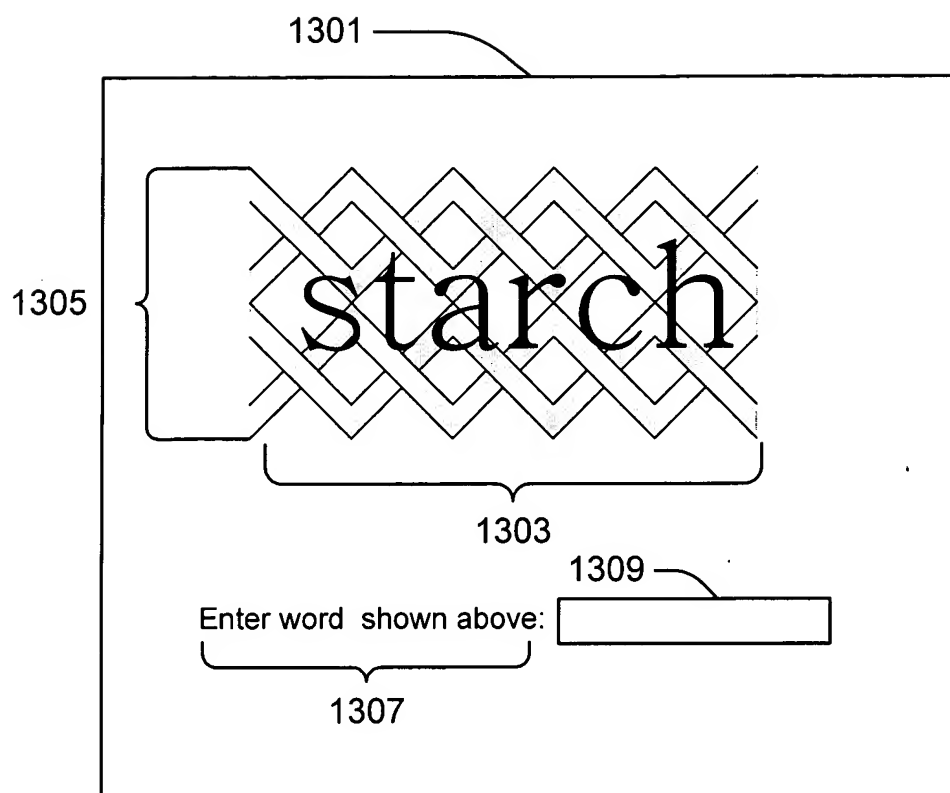


Figure 13